

Application
Narrative
Cash Transmittals
Pre-Application
Pre_App Narrative
Pre-App Cash Transmittal
Development Standards

SJJ Development Project Narrative

14-ZN-2016

Rezoning Application

Location: Acoma & Scottsdale Road



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14-ZN-2016
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I. Purpose of Request

This request is for a rezoning from I-1 (Industrial Park) to C-3 (Highway Commercial) on a property located at the northeast corner of Scottsdale Road and Acoma Drive (14601 N. Scottsdale Road) (the "Property"). The Property is designated as AMU (Airpark Mixed Use) in the Greater Airpark Character Area Plan and the rezoning request is consistent with the GACAP.

In 2013, the owner obtained approvals for site and building modifications to an existing retail property, which are now completed. Before the remodel, the building was primarily vacant, and only partially occupied by a rug and décor store. Since the remodel of the new multi-tenant retail space (approximately 16,330 s.f.), several new tenants including Zoe's Kitchen, Flyod's 99 Barbershop, and Domino's Pizza currently occupy the building. The existing I-1 zoning allows for some limited retail uses and restaurants. Rezoning the property to C-3 will allow the owner to fill the tenant spaces with a wider range of retail uses supporting the nearby employment/office core in the Airpark.

Context Aerial



II. Context & Circulation

The site is located along the eastern border to Phoenix between Scottsdale Road, a principal arterial, and N. 73rd Street. The surrounding context includes Superpumper, Inc. and Burns & Wilcox to the north (I-1), Discovery Land Company to the east (I-1), Wells Fargo to the south, (I-1), and Shane Company, Nuverra Environmental Solutions and Northern Trust Company to the West (C-2 PCD). A large commercial center lies at the southwestern corner of Scottsdale Road and Acoma Drive occupied by businesses such as Sauce Pizza and Wine, Chase Bank,

Kasai Asian Grill, and FedEx. There are existing vehicular access drives along the southern and eastern property lines to provide connection to Acoma Drive and N. 73rd Street without releasing traffic directly onto Scottsdale Road. The location of this site as a commercial center is an appropriate fit for the surrounding mix of light industrial, commercial service/retail and office uses as the development will provide supporting uses to the area.

III. General Plan

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide a framework for proposed development and the built environment. According to the City's 2001 General Plan, Six Guiding Principles articulate how the appropriateness of a land use change is to be qualified. These Six Guiding Principles are as follows: *Value Scottsdale's Unique Lifestyle & Character, Support Economic Vitality, Enhance Neighborhoods, Preserve Meaningful Open Space, Seek Sustainability and Advance Transportation*. The Six Guiding Principles are further broken down into specific goals and policies within the various elements of the General Plan. Below is a discussion of the goals and policies that are applicable to the development, which is in conformance with both the General Plan and the Greater Airport Character Area Plan.

Land Use

***Policy LU 8.2** Develop and reinforce links (i.e. trails, paths, open space, transit, and streets) within and between residential, retail, employment, recreational and other public land uses).*

Response: Pedestrian circulation of the development is an important feature of this project. Particular attention has been given to the perimeter of the project, where abundant landscaping promotes the pedestrian experience and enhances the visual character of the Scottsdale transportation corridor. The Property serves as a gateway to the Scottsdale Airport is ideally situated near a variety of development types that compliment commercial uses such as office, retail, employment and recreation. The development accomplishes efficient pedestrian links in a variety of ways, as described further in this section.

Community Mobility

***Policy CM 8.2** Encourage the development or redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduce the reliance on the automobile.*

Response: The location of the development, adjacent to a variety of complimentary uses and fronting onto Scottsdale Road lends itself to alternative modes of transportation, such as foot, bicycle or bus. Pedestrians utilizing the bus as their mode of transportation have the convenience of a bus stop immediately adjacent to the Property on Scottsdale Road. Rezoning the property to C-3 will allow the owner to include a wider variety of commercial services that further enhance the live, work and play balance.

Policy CM 11.9 Provide a high level of service for pedestrians through facilities that are separated and protected from vehicle traffic (e.g. placing landscaping between curbs and sidewalks).

Response: Pedestrians here are offered a buffer between the curb and sidewalk by landscaping islands bordering the property on all three street frontages. A bus stop along Scottsdale Road provides pedestrians with shaded furniture and wide sidewalks encourage access to the site by foot or bus. Three marked pedestrian connections have been provided to connect the exterior sidewalks with the inner pathways adjacent to the building, all in compliance with ADA requirements, to protect visitors from vehicular traffic.

Policy CM 11.10 Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

Response: Through ease of access on all sides, this site achieves strong pedestrian orientation and promotes a welcoming character to the community. Decorative planters along the perimeter of the property are added to increase the aesthetic component of the pedestrian experience. Additionally, the location of this site in relation to a multitude of supportive uses encourages the walkability of the site and a sense of community.

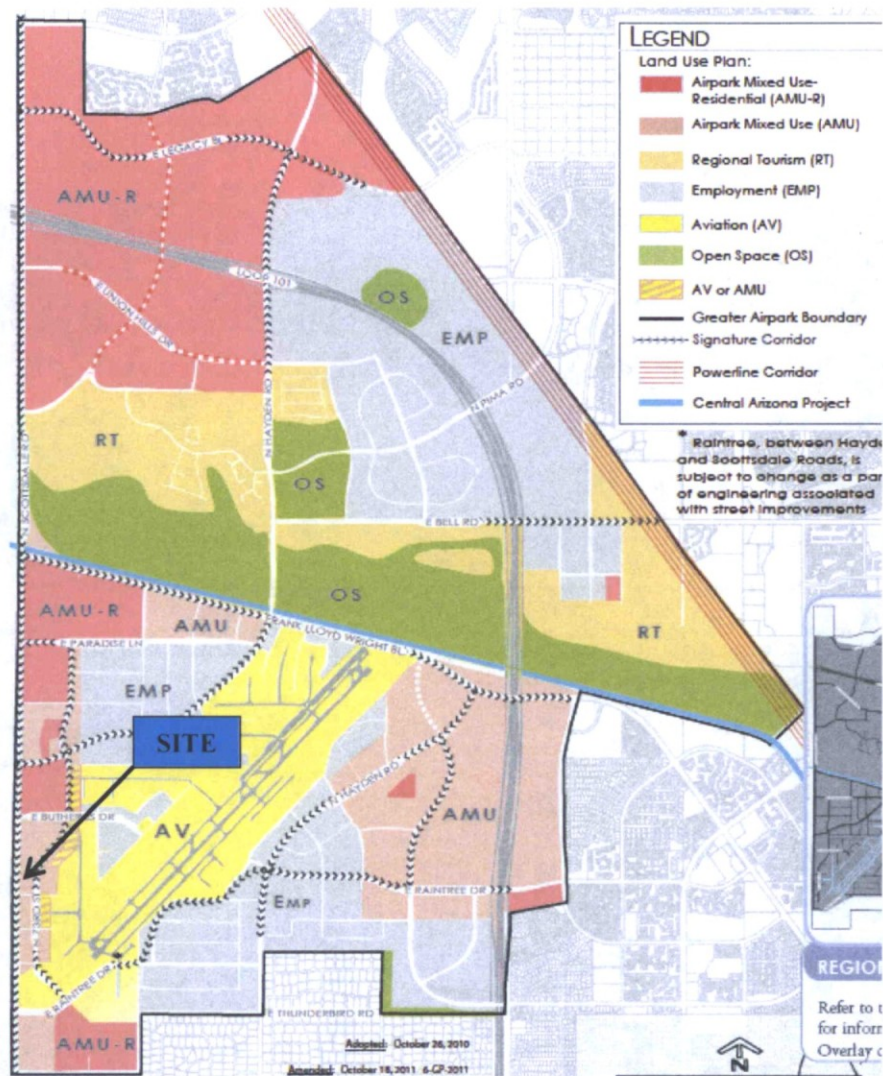
Growth Areas

Policy GA 2.1 Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

Response: To achieve a design that facilitates convenient access to the site, pedestrian improvements have been added to all sides of the project. Sidewalks along the property are 8' wide at the narrowest point along Scottsdale Road and 73rd Street, to encourage walkability and accommodate greater pedestrian capacity. In addition to the paths to the south, east and west, the site now offers pedestrian connection to the adjacent property to the north. Furthermore, the adjacent bus stop along Scottsdale Road provides direct access to pedestrians traveling to and from the site.

IV. Greater Airpark Character Area Plan

The Greater Airpark Character Area Plan was adopted in October 2010 by Scottsdale's City Council. The purpose of the GACAP is to establish "the vision for the Greater Scottsdale Airpark and provide the basis for Greater Airpark decision-making over a twenty-year timeframe." To achieve this, the City established a series of goals and policies to provide a framework for future development. The GACAP is divided into eight chapters each with its own focus and vision: Land Use, Neighborhood & Housing, Aviation, Community Mobility, Economic Vitality, Environmental Planning, Character & Design, and Public Service & Facilities. The following paragraphs ("responses") will highlight how this application meets the goals and policies of the GACAP and is consistent with the Airpark Mixed Use designation.



GACAP Definition:

Airpark Mixed Use areas are appropriate for a variety of non-residential uses, including a combination of business, office, employment, retail, institutional, and hotel uses. Developments in AMU areas should be pedestrian-oriented and have access to multiple modes of transportation. AMU areas should be located where transitions are needed between Aviation and Employment Land Uses to AMU-R areas.

The Conceptual Development Type Map designates the Property as "Type C – Higher Scale" which is defined in the GACAP as follows:

***Type C** development represents medium to high scale development in the Greater Airpark and is encouraged in locations with access to multiple modes of transportation, where the scale will complement the area's character, and should be pedestrian oriented.*

The request is consistent with the existing GACAP land use designation of Airpark Mixed Use in a number of ways that are outlined below. The Property is located adjacent to Scottsdale Road

and N. 73rd Street, which are both classified as Signature Corridors in the GACAP. Additionally, this site is located adjacent to Employment and Aviation areas, which benefit from the supportive services of mixed-use commercial. The site serves as a gateway between the commercial corridor along Scottsdale Road and the transit oriented, airport support service area of the Airpark. It is a priority here to provide compatible uses with the existing context in a way that encourages harmonious development.

Land Use

***Policy LU 6.1** Prioritize employment uses over residential uses in the Greater Airpark.*

Response: The proposed commercial use is consistent with the GACAP's Airpark Mixed Use designation and provides supportive services to the surrounding employment and airport core areas. The Property lies between two Signature Corridors and is an appropriate location for a mixed-use commercial center.

***Policy LU 7.2** Promote a greater mix of uses along identified Signature Corridors, which complement and are compatible with each respective land use designation.*

Response: Currently, this area is primarily occupied by offices that greatly benefit from mixed-use commercial centers. A conversion of this site to Highway Commercial would diversify the available services to this area and would complement the adjacent land uses.

Community Mobility

***Policy CM 1** Strengthen transit in the Greater Airpark as the primary means of reducing traffic congestion, minimizing parking constraints, promoting environmental stewardship, and, as a result, improving regional air quality.*

Response: This site lies along Scottsdale Road, identified by the GACAP Conceptual Transit Connections map as a Future High Capacity Transit Corridor. Commercial uses are most appropriate along routes with established public transit lines. Orienting commercial centers along major transit routes will reduce individual trips and traffic congestion. The site offers 99 parking spaces, almost twice the 56 required.

***Policy CM 3** Improve vehicular traffic circulation in the Greater Airpark.*

Response: By locating high-traffic commercial centers near compatible uses and along major transit routes, the number of trips is reduced and vehicular traffic circulation is improved. This is an appropriate location for a mixed-use commercial center and will greatly reduce traffic congestion. Circulation is further improved by this site due to a right-turn only exit onto Scottsdale Road and additional vehicular access onto Acoma Drive and N. 73rd Street.

***Policy CM 6.6** Design safe, comfortable, and aesthetically-pleasing Greater Airpark pedestrian and bicyclist facilities through the incorporation of universally accessible designs, coordinated street lighting, visually-interesting landscape treatments, shading, bicycle lanes, and public art integrated into facility design.*

Response: This site is conveniently located and easily accessible by bicycle. The Maricopa Association of Government Bike Map designates N 73rd Street as an ideal bike route and this path provides high connectivity to the adjacent areas. The bike lanes along 73rd Street make this site a safe and convenient location to access by bicycle.

Economic Vitality

A primary objective of the Greater Airpark Character Area Plan is to develop and implement long-term economic development strategies that position the Greater Airpark as a regional economic leader. Economic development will continue to be a fundamental priority for the Greater Airpark.

***Policy EV 1.8** Attract a diversified business base to help insulate the city during economic downturns.*

Response: The purpose of the requested zoning change is to allow for a wider variety of commercial uses to provide economic stability. The proposed zoning will allow the property owner to efficiently adapt to market fluctuations.

***Policy EV 2.5** Aggressively market the Greater Scottsdale Airpark as an ideal destination to work, live, and play.*

Response: The conversion of this site to Highway commercial will balance the work, live, and play components of this area. A variety of commercial uses are needed to support the surrounding office uses and adjacent airport. Placing commercial uses along Scottsdale Road reflects sensitive design principles because this is an established commercial corridor.

***Policy 3.2** Encourage complimentary uses, such as specialty retail and hotels, to locate in the Greater Airpark in order to support tourist attractions.*

Response: As previously established, this location is appropriate for mixed-use commercial and will provide complimentary services to the nearby offices, hotels, businesses and airport. An efficient mix of land uses promotes tourism and enhances accessibility for visitors. By allowing the rezone of this site to Highway Commercial, the developer can expand the use beyond the existing restaurants to include specialty retail and other supportive businesses.

Character and Design

***Policy CD 2.1.4** The Scottsdale Road Signature Corridor, from the southern Greater Airpark boundary to Frank Lloyd Wright Boulevard, includes the Scottsdale Road Streetscape Design Guidelines which promote integration of Frank Lloyd Wright design philosophy, as well as the area's tradition of aviation. Streetscape design should be more formal in character and respond to the architecture, businesses, and design influences of adjacent uses. Gateways in this area should include interpretative elements that discuss Frank Lloyd Wright and/or the Airport. The area should have a more commercial feel and active street life.*

Response: The current development on this site is cohesive with the surrounding buildings and responds to the goal to orient commercial sites along the Scottsdale Road Corridor. The character and feel of this site correspond to the goals of the GACAP in promoting a commercial feel and active street life.

***Policy CD 2.2** Signature Corridor streetscapes should provide continuity among adjacent uses through a comprehensive landscape design, including decorative paving, street furniture, public art, and integrated infrastructure improvements.*

Response: The landscape design featured here celebrates the desert character and visual interest is added through the addition of stone elements to the building façade. In continuing the wide landscaping and building setbacks that are common along Scottsdale Road, the signature streetscape is preserved through this development.

***Policy CD 2.3** In designated Signature Corridors, encourage pedestrian- and transit-oriented development, with parking and automobile access in the rear of the development, and short access paths to transit.*

Response: The current development at this site is pedestrian- and transit- oriented with an abundance of parking. Automotive access occurs at three locations on site, including access onto each adjacent street. Pedestrian paths connect the site directly to Scottsdale Road, encouraging the use of public transit.

***Policy CD 2.4** Incorporate multi-modal access along Signature Corridors.*

Response: Conveniently, a bus stop is located immediately along the western property line of this site, further encouraging alternative modes of transit. Walkability of the site is enhanced by access on all four sides, sidewalk improvements, and the orientation of this site in close relation to a variety of supportive uses.

V. Conclusion

In summary, SJJ Development is seeking a rezoning from I-1 to C-3 on a Property located at the northeast corner of Scottsdale Road and Acoma Drive in the Scottsdale Airpark. The property is located in the GACAP and the proposed commercial use is consistent with the current Airpark Mixed Use designation.

SJJ Development has chosen this site because it is located along a Signature Corridor with high access to public transit routes. It is a compatible use with the surrounding context of office, commercial and nearby airport and will be an appropriate location for mixed-use commercial. Allowing for a rezone to Highway Commercial will allow SJJ Development to expand the available services in the area to support the adjacent businesses.



Development Application

Development Application Type:		
Please check the appropriate box of the Type(s) of Application(s) you are requesting		
Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input checked="" type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other:
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	<input type="checkbox"/>
Project Name: Scottsdale & Acoma (Agave)		
Property's Address: NEC of Scottsdale & Acoma - 14601 N. Scottsdale Road		
Property's Current Zoning District Designation: I-1		
The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.		
Owner: Jeff Scanlon	Agent/Applicant: John Berry/ Michele Hammond	
Company: Agave Venture Partners, LLC	Company: Berry Riddell, LLC	
Address: 14601 N. Scottsdale Rd	Address: 6750 E. Camelback Rd, Suite 100, Sct	
Phone: 480-219-3554 Fax:	Phone: 480-385-2727 Fax: 480-385-2757	
E-mail: jeffscanlon@stevejohnsondevelopment.com	E-mail: mh@berryriddell.com	
Designer: n/a	Engineer: n/a	
Company:	Company:	
Address:	Address:	
Phone: Fax:	Phone: Fax:	
E-mail:	E-mail:	
Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).		
<input checked="" type="checkbox"/> Enhanced Application Review: I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.		
<input type="checkbox"/> Standard Application Review: I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.		
<i>(See letter of authorization)</i> Owner Signature		<i>Michele Hammond</i> Agent/Applicant Signature
Official Use Only	Submittal Date:	Development Application No.:
Planning, Neighborhood & Transportation 7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088 City of Scottsdale's Website: www.scottsdaleaz.gov Page 1 of 3 Revision Date: 05/18/2015		

14-ZN-2016
05/05/16



Request for Site Visits and/or Inspections Development Application (Case Submittals)

This request concerns all property identified in the development application.

Pre-application No: 1091 - PA - 2015

Project Name: The Agave

Project Address: 14601 N. Scottsdale, Scottsdale, AZ

STATEMENT OF AUTHORITY:

1. I am the owner of the property, or I am the duly and lawfully appointed agent of the property and have the authority from the owner to sign this request on the owner's behalf. If the land has more than one owner, then I am the agent for all owners, and the word "owner" refer to them all.
2. I have the authority from the owner to act for the owner before the City of Scottsdale regarding any and all development application regulatory or related matter of every description involving all property identified in the development application.

STATEMENT OF REQUEST FOR SITE VISITS AND/OR INSPECTIONS

1. I hereby request that the City of Scottsdale's staff conduct site visits and/or inspections of the property identified in the development application in order to efficiently process the application.
2. I understand that even though I have requested the City of Scottsdale's staff conduct site visits and/or inspections, city staff may determine that a site visit and/or an inspection is not necessary, and may opt not to perform the site visit and/or an inspection.

Property owner/Property owners agent: _____

Jeff Scanlon

Print Name

[Signature]

Signature

City Use Only:

Submittal Date: _____ Case number: _____

Planning, Neighborhood & Transportation Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088

Rev. 9/2012

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